

For the first time: taste without aftertaste.

Introducing Lamequick* dry aerating agent. A new product with such a clean flavor profile, you won't have to mask soapy, emulsifier aftertastes with expensive flavors.

But a clean flavor isn't the only benefit Lamequick offers:

1. **Easy use.** Simply dry-blend into your formula.

2. **Long shelf life.** Up to a year's stability under proper storage conditions.

3. **Controlled aeration.** Lamequick mixes easily and evenly. And we control its ingredients—so Lamequick is already standardized for specific foods *when you buy it*.

4. **More uses.** By dry-blending it with sugars, starches, gums, and flavors, you can get a wider range of texture, taste, and mouthfeel than ever before. Not only that, you can mix it with water or milk.

But, the best benefit Lamequick has to offer is what it *doesn't* offer you. Aftertaste.

Want to see just how clean the taste of Lamequick really is?

Ask one of our representatives for a free sample and more information. Call or write Hercules Incorporated, 910 Market Street, Wilmington, DE 19899. (302) 575-6500.

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